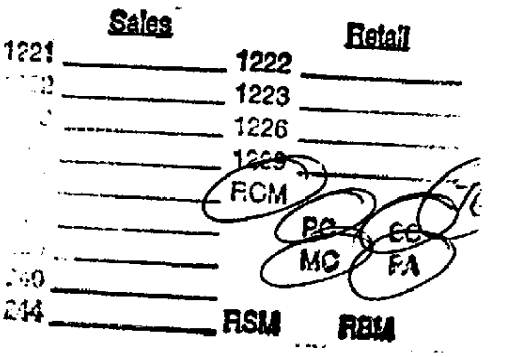
FSC-63-B	4/1/98
SUBJECT:	Competitive Marketing Activities and CATS - April 1998
Response Required?	X Yes
Date Required:	May 1, 1998

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep



Objective: Provide timely competitive information on an on-going basis from Field Sales to Winston-Salem.

Purpose: Timely information on competitive marketing activities is critical in order to determine potential impact of these activities on RJR promotions and programs.

Attached is the Competitive Marketing Activities and CATS input report for April 1998. Information for this report should be obtained from all Management as well as Sales Representatives. It is important that the information be reported at the division level not the region level.

When large scale sales meetings are scheduled/held by our competitors, it is often an indication of new brand introductions or major new programs. If you hear of any such activities, please call and report to Ext. 5154 or 7501 immediately or fax to 336-741-6892.

All new brand introductions, price increases, Direct Account Programs, and any other special activities should be reported *immediately* to:

Ed McAtee
800-852-8015, Ext. 5154
Fax: 336-741-6892

It is not necessary to follow the traditional lines of communication when reporting competitive information. All members of management are encouraged to call Winston-Salem directly. Also, please do not hold competitive information until this report is submitted - mail or fax information as it is received.

Whenever information or competitive items are sent to Winston-Salem, please ensure they are name stamped or identified with the name and division number.

Return attached report as soon as possible but no later than May 1, 1998.

Program Contact: Ed McAtee, extension #5154

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51851 5365

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000

SPECIAL REQUEST

Division/Division #: _____

Division Manager: _____

Listed programs are of interest and are requested to be treated as high priority. Please report any information immediately via fax number: 336-741-6892.

- Is the Marlboro Van Program being worked in your area? _____

  If so, what types of premiums/offers are being offered via the Marlboro Van program in your area?

  _____

  _____

  _____

- Please list any cities in your area in which you are aware of a Marlboro Bar Program.

  _____

  _____

- Please provide any information you can regarding Kool's Horde Festival.

  _____

  _____

  _____

51851 5366

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000

RETURN BY MAY 1, 1998

COMPETITIVE MARKETING ACTIVITIES AND CATS

April 1998

Division/Div. # _____

Division Manager _____

Return To:
Mr. E. M. McAtee
10904
Bus. Strategy & Plan./Reynolds 9
FAX #: 336-741-6892

New Brand Alert

List all **new brands** introduced in your Division/District during the month of April only:

- Brown & Williamson _____
- Lorillard _____
- Philip Morris _____
- Liggett _____
- Other Tobacco Companies _____
- ***Competitor Meetings***

It is becoming increasingly important for us to be aware of competitors meeting activities.

Please report any activities immediately via phone 1-800-852-8015 ext. 5154

51851 5367

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000

COMPETITIVE MARKETING ACTIVITIES AND CATS

April 1998

OTHER ACTIVITIES

- List competitive promotions that are in Direct Account Warehouses to be packed, but that have not appeared on the retail trade.

_____

_____

_____

- List below any other competitive activities such as sales force restructuring, activity on Indian Reservations, cigarette outlets, special events, etc.

_____

_____

_____

51851 5368

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000

COMPETITIVE AREA TRACKING SYSTEM

CATS

April 1998

Follow the listed guidelines when completing monthly input report:

This report is designed to track primarily premium promotions and some selected coupon/buy some activities.

- Chain divisions are not to submit a report.
- Report promotions only within your division/district boundaries.
- *Exclude* any military couponing/premium activity.
- When reporting coupon/premium promotions, report only those that were observed on the retail trade. Report those observed in Direct Accounts on Page 2.
- On blank lines provided, list any premium promotions observed at retail that are not indicated on the form.
- Ensure report is in Winston-Salem by May 1, 1998.

51851 5369

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000

Division Manager: _____

Division #: _____

Premium Retail Promotions

Legend
- OCC = On Carton Field Affixed Coupon
- ICC = Integrated Coupon Part of Carton
- OPC = ¢ Off Pack Coupon/VPR

APRIL 1998

Philip Morris	Yes	No
• B&H - B2G1F	( )	( )
• Marlboro - Redeem miles for free pks at retail	( )	( )
• Marlboro - 20¢ off pack	( )	( )
• Marlboro - $2 off carton	( )	( )
• Marlboro - B4G1F pack	( )	( )
• Marlboro - B4G1F carton	( )	( )
• Marlboro - Free lighter w/2 pks	( )	( )
• Virginia Slims - Free lighter w/2 pks	( )	( )
• Basic - $2 off carton	( )	( )
• Basic - 20¢ off pack	( )	( )
• Basic - B2G1F	( )	( )
• Basic - Buy 8 packs G 2 packs free	( )	( )
• Cambridge - B3G2F	( )	( )
• Cambridge - B8G2F	( )	( )
• _____	( )	( )

P. Lorillard	Yes	No
• Newport - B1G1F	( )	( )
• Newport - B2G1F	( )	( )
• Newport - 30¢ off pack	( )	( )
• Newport - 40¢ off pack	( )	( )
• Newport - 50¢ off pack	( )	( )
• Maverick - 20¢ off pack	( )	( )
• Maverick - 30¢ off pack	( )	( )
• Maverick - 40¢ off pack	( )	( )
• Maverick - B1G1F	( )	( )
• Old Gold - 30¢ off pack	( )	( )
• Old Gold - 35¢ off pack	( )	( )
• Old Gold - 40¢ off pack	( )	( )
• _____	( )	( )

BAT (B&W/ATC)	Yes	No
• Kool - B1G1F	( )	( )
• Kool - 30¢ off pack	( )	( )
• Kool - 40¢ off pack	( )	( )
• Kool - 50¢ off pack	( )	( )
• Carlton - B1G1F	( )	( )
• Carlton - 20¢ off pack	( )	( )
• Carlton - 30¢ OCC	( )	( )
• Carlton - 40¢ OCC	( )	( )
• Lucky Strike B1G1F	( )	( )
• GPC - 15¢ off pack	( )	( )
• GPC - 20¢ off pack	( )	( )
• GPC - 30¢ off pack	( )	( )
• GPC - 35¢ off pack	( )	( )
• GPC - 40¢ off pack	( )	( )
• Misty - B1G1F	( )	( )
• Misty - 15¢ off pack	( )	( )
• Misty - 20¢ off pack	( )	( )
• Misty - 30¢ off pack	( )	( )
• _____	( )	( )
• _____	( )	( )

Liggett & Myers		
• _____	( )	( )
• _____	( )	( )

Other Tobacco Company		
• _____	( )	( )
• _____	( )	( )

Special Request

Please report the most prevalent (not the highest) coupon/buydown amounts for the following brands. Also indicate if the amounts shown are higher than the previous month and if yes, how much they have gone up.

			Is Amount Higher Than Previous Month		If Yes, By How Much	
	Pack	Carton	Yes	No	Pack	Carton
GPC	___	___	___	___	___	___
Basic	___	___	___	___	___	___
Montclair	___	___	___	___	___	___

51851 5370

Source: https://www.industrydocuments.ucsf.edu/docs/sspn0000